

# **A Study On Customer Preference Towards Tech Entrepreneurs With Special Reference To Mobile App Based Cabs In Chennai City**

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## **Introduction:**

An entrepreneur who applies technology in the conduction of their business is known as tech entrepreneur. Now a days Internet and the mobile phone/device are the technologies being used very popularly by the people for many of their purposes viz., shopping, banking, paying expenses etc. So if any person uses a mobile phone there are chances for using an app, a website, a game, a social network created by a tech entrepreneur.

The usage of mobile app based taxis is increasing rapidly and they are being frequently used by the travellers for most of their needs especially in metropolitan cities. These taxis are preferred by the travellers due to its economy, comfort, safety and convenience. Data has been collected from 50 app based taxi users with the help of a structured questionnaire.

Organized rental cab services were introduced in India in 2004. Meru cab services were the pioneer in this field and became popular among consumers on metropolitan cities. In 2010 Ola cabs services started its app based operation, followed by Uber in 2013. Soon market became competitive and consumers became more demanding. Now companies are using various strategies to bring more customers as well as to retain their old customers.

## **OBJECTIVES OF THE STUDY**

1. To know about the technology based entrepreneurship
2. To know the customer preference towards the technology based entrepreneurship

## **METHODOLOGY:**

This is a descriptive and analytical study based on both primary data collected from various app based cab customer groups in Chennai.

## **PERIOD OF STUDY:**

Statistical data about the customers buying behaviour towards the selection of mobile app based cabs obtained during the month of December 2018 & January 2019. The primary data required for the study was collected by distributing questionnaires to the customers and through personal interviews with the customers.

## **RESEARCH SITE AND UNIT OF ANALYSIS:**

The study is based on primary and secondary data. Primary data was collected from a random sample of 50 respondents in Chennai city. The main reason for choosing Chennai is due to its Demographic nature (which includes both educated and uneducated people from different parts of the city with different income levels) and Chennai is also one of the important Metropolitan cities in India. The primary data was collected by direct communication with customers of various mobile app based cabs through questionnaire, direct interview and by personal observation. The secondary data will be collected from the information published from journals, books, magazines, newspapers, publications of trade associations and industries

## **QUESTIONNAIRE STRUCTURE AND DESIGN:**

There are two questionnaires used in the present study. Questionnaire was divided into two parts. Part II will reflect customer's preference towards various mobile app based cabs in Chennai city. Part I will deal with the general information about the respondents.

## **FRAME WORK OF ANALYSIS:**

Percentage analysis

### LIMITATIONS OF THE STUDY:

This study is not free from limitations. Primary data had been collected through questionnaire and the results of the study suffer from the limitations of such instruments of data collection. Adequate representations have been given only to Chennai and not for all major cities in India.

### ANALYSIS OF DATA

#### GENDER

The needs and preferences vary with respect to gender. This also frames the basis while selecting mobile app based cabs.

**Table No.1**

Gender of Respondents

Gender	Frequency	Percent
Male	28	56
Female	22	44
Total	50	100

Source: Questionnaire

It is seen from the above table that majority of the respondents are male.

#### AGE

The age group plays a major role in the consumption pattern.

**Table No.2**

Age of Respondents

Age	Frequency	Percent
Below 20	3	6
20 - 30	7	14
30 - 40	14	28
40 - 50	21	42
Above 50	5	10
Total	50	100

Source: Questionnaire

It is found from the above table that majority of the respondents belong to the age group of 40-50.

### EDUCATIONAL QUALIFICATION

The selection of mobile app based cabs services of people varies with their levels of education

**Table No.3**

Educational Qualification of Respondents

Educational qualification	Frequency	Percent
Illiterate	2	4
Secondary level	9	18
Graduate	27	54
Others	14	28
Total	50	100

Source: Questionnaire.

It is seen from the above table that majority of respondents are graduates.

### OCCUPATION:

The selection of mode of transport is influenced by the occupation of the respondents

**Table No.4**

Occupation of Respondents

Occupation	No. of Respondents	Percentage
Student	2	4
Home maker	5	20
Employed	37	74
Own business	6	12
Total	50	100

Source: Questionnaire.

It is found from the above table that majority of the respondents are employed.

### MONTHLY INCOME

The monthly income is a major contributor in choosing the mode of transport.

**Table No.5**

Monthly family income of Respondents

Monthly Income	Frequency	percent
Below Rs.30000	3	6
Rs.30000 - 40000	9	18
Rs.40000 - 50000	21	42
Above Rs.50000	17	34
Total	50	100

Source: Questionnaire.

The above table shows that 42% of the respondents come under a monthly income of above Rs. 40,000 – 50,000 and followed by the range of Above Rs. 50000

#### CUSTOMERS PREFERENCES TOWARDS VARIOUS MOBILE APP BASED CAB SERVICES

The consumers select a particular mobile app based cabs for their travel because of so many factors like, rates, comfort, safety, convenience and quality of service etc.,

**Table No.6**

Preferred Mobile App cabs

Name of the App	Frequency	Percent
Ola cabs	22	44
Uber cabs	18	36
Fast track	7	14
NTL Taxi	3	6
Total	50	100

Source: Questionnaire.

The Preferred Mobile App cab of majority of the respondents is Ola cabs (44%)

#### FREQUENCY OF USAGE OF MOBILE APP BASED CABS

Some customers travel regularly while some travel occasionally

**Table No.7**

Frequency of Usage by Respondents

Frequency of Usage	Frequency	Percent
Every day	9	18
Every month	6	12
Once in 6 months	12	24
Occasionally	26	52
Total	50	100

Source: Questionnaire

The majority of the respondents frequency of usage is Occasionally.

#### TRAVEL TIME

The time travelled by the respondents determine the pattern of booking

**Table No.8**

Travel Time of Respondents

Travel Time	Frequency	Percent
Less than 20 minutes	5	10
20-40 minutes	7	14
40-60 minutes	16	32
More than 60 minutes	22	44
Total	50	100

Source: Questionnaire

The majority of the respondents travel timing is more than 60 minutes.

#### Factors influencing the selection of Taxi App

The major influencing features are convenience, safety, easy availability and cost

**Table No.9**

Influencing factor of Selection of Taxi app

Factors	Frequency	Percent
Convenience	20	40
Cost & Transparency	15	30
Safety	11	22

All of the above	4	8
Total	50	100

Source: Questionnaire

The Cost & Transparency is the most influencing factor in the selection of the taxi app followed by the factor convenience.

### FACTOR ANALYSIS FOR IDENTIFYING RELATIONSHIP FACTORS

Factor analysis has been applied to investigate the underlying structure of the variables that influence customer preferences with respect to selection of mobile app based cabs. KMO measure of sampling adequacy is .801 and Bartlett's test shows a significance of 0.000. Therefore factor analysis can be applied to 12 variables measuring perception of consumers as regards the selection of mobile app based cabs. The anti-image matrices of variables measuring perception as regards the mobile app based cabs was calculated and it is observed that all measures of sampling adequacy (MSA) being more than 0.5, all the 12 variables can be subjected to factor analysis.

Grouping of variables: The Principal Component Method of factor analysis method and varimax rotation method has been used to group the 12 variables measuring perception of consumers as regards mobile app based cabs into factors.

**Table No.10**

#### Factor Extraction of consumer perception on Mobile app based cabs

Statements	Extraction	Total	% of Variance	Cumulative %
I can easily book cabs in mobile app based taxi	.720	2.461	20.509	20.509
I can book any model for my need	.730	2.419	20.162	40.671
The quick availability of the mobile app	.773	1.968	16.401	57.071

based taxies attracts me				
Mobile app based cabs provide round the clock service	.773	1.228	10.233	67.305
The cost of travelling in these cabs are cheaper	.805	1.042	8.685	75.990
The charges are transparent & fair	.729			
There is no bargaining in mobile app based cabs	.702			
Mobile app based cabs provide various booking options	.688			
App based cabs offer safe travel	.898			
These cabs provides discounts and attractive gifts on rides	.684			
Service quality of mobile app based cabs is good	.787			
Customer complaints are considered by mobile app based cabs	.830			

### **NAMING OF FACTORS**

Factor 1	Convenience
Factor 2	Cost & Transparency
Factor 3	Quality of service & Customer relationship

Table 2,3,4 and 5 shows that Principal Component Method of Factor Analysis and the Varimax Rotation Method have been used to group the 12 Variables into 3 factors. The most dominant factor is 'Convenience' and the next factor is 'Cost & Transparency'. The last factor is 'Service Quality & Customer Relationship'.

### **CONCLUSION:**

In today e – world, technology has become the part of our life. The faster services is the need of the hour and entrepreneurs have to implement new technologies and in their business operations in order to meet the expectations of the customers. Thus by rendering the services expected by their customers they can build up a strong empire for their business.

### **REFERENCES**

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